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2	VINCENT COX [State Bar No. 070511] ELIZABETH L. SCHILKEN (State Bar N LEOPOLD, PETRICH & SMITH, P.C. 2049 Century Park East, Suite 3110 Los Angeles, California 90067-3274 Tel: (310) 277-3333 • Fax: (310) 277-744	0. 241231) 2009 JUN 24 PM 2: 38
3	Los Angeles, California 90067-3274	GLERK U.S. DISTRICT COURT
4	Tel: (310) 277-3333 • Fax: (310) 277-744	4 CENTRAL DIST. CALIF
5	Attorneys for Plaintiff BAGDASARIAN PRODUCTIONS, LLC	8 Y
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8	UNITED STATES	DISTRICT COURT
9	CENTRAL DISTRIC	CT OF CALIFORNIA
10		PA
11	BAGDASARIAN PRODUCTIONS, LLC, a California limited liability	CASE NO C V 09-4545 (RZ)
12	LLC, a California limited liability company,	COMPLAINT FOR DAMAGES AND
13		INJUNCTIVE RELIEF FOR:
14	Plaintiff,	(1) FEDERAL TRADEMARK INFRINGEMENT;
15	v.	(2) FALSE DESIGNATION OF ORIGIN AND FALSE
16		ADVERTISING UNDER SECTION 43(a) OF THE
17	BIG EYE RECORDS, aka BIG EYE	LANHAM ACT; (3) DILUTION UNDER SECTION
18	MUSIC, ORCHARD ENTERPRISES NY, INC., a New York corporation, and DOES 1-10, inclusive,	43(c) OF THE LANHAM ACT; (4) COMMON LAW TRADEMARK
19	DOES 1-10, inclusive,	INFRINGEMENT; and (5) UNFAIR COMPETITION
20		UNDER CAL. BUSINESS & PROFESSIONS CODE §17200, et
21	Defendants.	seq.
22		DEMAND FOR JURY TRIAL
23		·
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25		
26	Plaintiff Bagdasarian Productions, L	LC, a California limited liability company,
27	(hereinafter "Bagdasarian"), by and through	h its undersigned counsel, for its complaint,
28	alleges as follows:	
LEOPOLD, PETRICH	COME	1 PLAINT
& SMITH A Professional Corporation	15475	

alleges as follows:

I. <u>THE PARTIES.</u>

- 1. Plaintiff Bagdasarian is a California limited liability company with its principal place of business in Santa Barbara County, State of California.
- 2. Bagdasarian is informed and believes and thereon alleges that defendant Big Eye Records, Inc., aka Big Eye Music ("Big Eye") is a business organization of form unknown that maintains a corporate office at 13428 Maxella Avenue in Marina del Rey, California.
- 3. Bagdasarian is informed and believes and thereon alleges that defendant Orchard Enterprises NY, Inc. ("Orchard") is a New York corporation with its principal place of business in New York City. Plaintiff is informed and believes, and thereon alleges, that Orchard, operating under the trademark "The Orchard," licenses and globally distributes songs and video titles through digital stores such as iTunes, eMusic and Amazon.com, and through mobile carriers such as Verizon Wireless.
- 4. Bagdasarian is informed and believes and thereon alleges that DOES 1-10, inclusive, are, and at all times relevant hereto were, employed and controlled by defendants, and exercise substantial authority in devising and implementing policies of defendants. The true names and capacities of the defendants sued as DOES 1-10, inclusive, are unknown to Bagdasarian. The names and capacities, and relationships of defendants named as DOES 1-10 will be alleged by amendment to this complaint when they are known. Bagdasarian is informed and believes and thereon alleges that said DOE defendants were at all times agents of the named defendants Big Eye and Orchard, and of each other.

II. JURISDICTION AND VENUE

5. This is an action for trademark and service mark infringement, copyright infringement and unfair competition arising under the laws of the United States,

Lanham Act, 15 U.S.C. §1051, et seq., as well as under the common law and statutes of the State of California.

6. This Court has subject matter jurisdiction under 28 U.S.C. §1338(a) and (b), and under the Court's supplemental jurisdiction, 28 U.S.C. § 1367(a). Venue is proper in this district pursuant to 28 U.S.C. §1391(b) in that Bagdasarian is informed and believes, and alleges thereon, that defendants reside in this judicial district, and a substantial part of the events or omissions giving rise to the claim occurred in this judicial district, and a substantial part of the property that is the subject of the action is situated within this judicial district.

III. FACTS COMMON TO ALL COUNTS

- 7. "Alvin and the Chipmunks" is the mark originated by plaintiff's predecessor Ross Bagdasarian, Sr. Alvin and the Chipmunks is a famous, award-winning music group, consisting of three singing animated chipmunks: Alvin, Simon and Theodore. Since 1961, the members of the music group have also been portrayed as animated characters, first in cartoons and later in CGI form. The music group, including the members' distinctive singing styles, voices, and personalities, was created by Ross Bagdasarian, Sr., who portrayed the manager of the group, "David Seville", for many years after the group's creation.
- 8. Until his death in 1972, Ross Bagdasarian, Sr., performed the voices of the Alvin and the Chipmunks music group. Alvin and the Chipmunks music recordings have been and remain extremely popular, well-known to the public, and have been awarded no fewer than three Grammy awards for songs which include "The Chipmunk Song."
- 9. Plaintiff and its predecessors and their licensees have manufactured and distributed audio-visual entertainment products, musical recordings, entertainment services, and merchandise such as books, toys, games and clothing featuring Alvin and the Chipmunks, and since at least 1959 they have used the famous "Alvin and the

Chipmunks" mark on one or more of such products in interstate commerce, including the State of California. Such products have also been distributed throughout the world, under license from plaintiff and its predecessors.

- 10. In addition to owning the common law mark "Alvin and the Chipmunks" in connection with a wide variety of entertainment products, services, and associated merchandise, plaintiff owns and utilizes the following federally registered marks:
 - Registration No. 3,429,855 for "ALVIN AND THE CHIPMUNKS" in the field of audio-visual records and related goods (Class 9);
 - Registration No. 3,421,801 for "ALVIN AND THE CHIPMUNKS" in the field of clothing (Class 25);
 - Registration No. 3,425,740 for "ALVIN AND THE CHIPMUNKS" in the field of toys and games (Class 28); and
 - Registration No. 2,935,726 for "ALVIN AND THE CHIPMUNKS" in the field of entertainment services, namely a series of TV cartoons (Class 41).

True and correct copies of these above-identified four (4) registrations are attached as Exhibit A. All of the aforesaid federal registrations of "ALVIN AND THE CHIPMUNKS" are registered on the Principal Register and are, thereby, prima facie valid service marks and trademarks of plaintiff.

- 11. The Alvin and the Chipmunks marks have acquired such goodwill, widespread fame, and secondary meaning that the public has come to associate the Alvin and the Chipmunks marks exclusively with a single source, *i.e.*, plaintiff.
- 12. Entertainment products created by the licensees of plaintiff or its predecessors include a prime time animated television series broadcast on CBS in 1961 and 1962, entitled *The Alvin Show*, an animated television series produced between 1983 and 1991, entitled *Alvin and the Chipmunks*, a 1999 film entitled *Alvin and the Chipmunks Meet Frankenstein*, a 2000 film entitled *Alvin and the Chipmunks Meet the Wolfman*, and several television specials. In addition, in 2007, licensees of plaintiff released a live-action/CGI comedy film entitled *Alvin and the Chipmunks*

which plaintiff is informed and believes, and alleges on such information and belief, generated over \$215 million in theatrical motion picture box office revenues in North America, over \$350 million in theatrical motion picture box office revenues worldwide, and sold more than 8 million DVDs in the U.S. and more than 12 million DVDs worldwide. The soundtrack for the Alvin and the Chipmunks 2007 film was released as a CD on November 20, 2007 (hereinafter sometimes "the Authorized CD"), and has been sold widely throughout the United States, and internationally. Approximately 1,000,000 copies of the Authorized CD have been sold in the United States, and more than 1.7 million tracks from the Authorized CD have been legally downloaded. A true copy of the soundtrack album Authorized CD packaging is attached hereto, marked Exhibit B, and incorporated herein by this reference. It has a suggested retail price of \$16.98 and Bagdasarian is informed and believes, and alleges thereon, has been sold new through retail channels at prices ranging between \$9.95 and \$16.98. The Authorized CD referenced by Exhibit B has been sold through ordinary commercial channels for musical recordings, including, but not limited to, such retail outlets as Amazon.com, and others. Plaintiff is informed and believes, and alleges thereon, that a substantial portion of the consumers of its Authorized CD consist of young children, who are often incapable of closely examining CD packaging to distinguish between genuine products such as those licensed by plaintiff, and shoddy knockoff products such as those manufactured and/or distributed by defendants.

13. Defendant Big Eye has produced and defendant Orchard has distributed an album entitled "Renditions Of Alvin & The Chipmunks by Calvin & The Chipmunk Rock Stars," which is a cheap knockoff that copies the Chipmunks soundtrack album and confuses the public concerning its source of origin by using a nearly identical set of songs as follows:

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Calvin & the Chipmunk R	Rock Stars	Alvin & the Chipmunks Track Listing						
Track Listing								
Title	Track #	Title	Track #					
Bad Day	2	Bad Day	1					
The Chipmunk Song	5	The Chipmunk Song	2					
(Christmas Don't Be Late)		(Christmas Don't Be Late-						
(Dee Town Rock Mix)		DeeTown OG Mix)						
Follow Me Now	8	Follow Me Now	3					
How We Roll	4	How We Roll	4					
Witch Doctor	1	Witch Doctor	5					
		Come Get It	6					
The Chipmunk Song	5	The Chipmunk Song	7					
(Christmas Don't Be Late)		(Christmas Don't Be Late-						
(Dee Town Rock Mix)		DeeTown Rock Mix)						
Funkytown	3	Funkytown	8					
Get You Goin'	6	Get You Goin'	9					
Coast 2 Coast	9	Coast 2 Coast	10					
Mess Around	10	Mess Around	11					
		Only You	12					
Ain't No Party	7	Ain't No Party	13					
		Get Munk'd	14					
Witch Doctor	1	Witch Doctor-Classic	15					
		Version						

6 COMPLAINT

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The Chipmunk Song	5	The Chipmunk Song	16
(Christmas Don't Be Late)		(Christmas Don't Be Late-	
(Dee Town Rock Mix)		Classic Version)	
Bad Day (Instrumental Guitar	11	Bad Day	17
Version)			The spanish state of the spani
Follow Me Now	12	Follow Me Now	19
(Instrumental Guitar Version)			

IV. <u>DEFENDANTS' UNLAWFUL ACTS AND CONDUCT</u>

- 14. Bagdasarian is informed and believes and thereon alleges that defendant Big Eye is in the business of creating and marketing music and entertainment CDs and DVDs, and defendant Orchard is in the business of distributing such products. Big Eye and Orchard sell their products online at retailers such as Amazon.com, and others.
- Big Eye and Orchard embarked upon a malicious and dishonest scheme shortly after the commercial success of plaintiff's licensed 2007 film *Alvin and the Chipmunks*. Specifically, Big Eye and Orchard embarked upon a plan to fabricate and distribute a cheap knockoff of the Authorized CD containing 12 recordings which are the compositions found on the Authorized CD that has sold approximately 1,000,000 copies, and been downloaded pursuant to commercial license more than 1.7 million times.
- 16. In order to further the scheme to deceive the public into believing that its unlicensed album was authorized, endorsed by, associated or affiliated with plaintiff or its licensees, Big Eye entitled the album "Renditions Of Alvin & The Chipmunks by Calvin & The Chipmunk Rock Stars" (the "Big Eye Album"), and recorded the

songs in a manner strikingly similar to the recordings on the licensed soundtrack. Big Eye and Orchard used advertising containing the Alvin and the Chipmunks trademark, intending to deceive members of the public into believing that they were authorized, endorsed, sponsored by, or otherwise affiliated with the plaintiff or its licensees. Attached hereto, marked Exhibit C, is a copy of the online advertising for the Big Eye Album. Big Eye and Orchard have sold the Big Eye Album in some of the same channels of commerce as plaintiff's Authorized CD, *e.g.*, such retailers as Amazon.com. The Big Eye Album has a list price of \$8.99.

17. Bagdasarian has never licensed, or otherwise authorized, the use of the Alvin and the Chipmunks trademarks or service marks to Big Eye or Orchard, or to any defendant.

V. FIRST CLAIM

Federal Registered Trademark and Service Mark Infringement (by Plaintiff against all Defendants)

- 18. Bagdasarian restates each and every allegation contained in paragraph 1 through 17 above, as though fully stated herein.
- 19. Since 1958, Bagdasarian and its predecessors have expended time, money and resources in developing the distinctive Alvin and the Chipmunks trademarks and service marks. Since at least 1959, Bagdasarian has marketed its Alvin and the Chipmunks trademarks and service mark through numerous Alvin and the Chipmunks entertainment products, services and merchandise in interstate commerce, including, but not limited to, California.
- 20. Bagdasarian has registered its valuable Alvin and the Chipmunks marks on the dates set forth in Exhibit A. Bagdasarian owns sole and exclusive rights to distribute, reproduce, and to publicly display the Alvin and the Chipmunks marks for products and service.
 - 21. The distribution, reproduction, counterfeiting, and public display of the

Alvin and the Chipmunks marks by Big Eye and Orchard in connection with the creation and marketing of the Big Eye Album has misled consumers and the general public, including those in California, to believe that the Big Eye Album is authorized, endorsed by, sponsored by, affiliated with, or otherwise connected to plaintiff. This false association, intentionally created by defendants, is likely to cause confusion, mistake and deception with the general public, including California residents.

- 22. The aforesaid acts of Big Eye, Orchard and defendants constitute infringement of Bagdasarian's registered Alvin and the Chipmunks trademarks in violation of Section 32(1) of the Trademark Act of 1946, as amended, 15 U.S.C. §1114(1).
- 23. By reason of Big Eye's, Orchard's and defendants' acts as alleged, Bagdasarian has suffered and will suffer damage to its business, reputation and good will, and the loss of sales and profits that Bagdasarian would have made, but for defendants' unethical and illegal acts.
- 24. Unless restrained and enjoined by this Court, Big Eye, Orchard and defendants threaten to and will continue to do the acts complained of, all to Bagdasarian's irreparable damage. It would be difficult to ascertain the amount of compensation that would afford Bagdasarian adequate relief for such continuing acts, and a multiplicity of judicial proceedings would be required. Thus, Bagdasarian's remedies at law are not adequate to compensate it for the threatened injuries.
- 25. Bagdasarian is entitled to injunctive relief, both preliminary and permanent, restraining Big Eye, Orchard and their agents, servants, employees and all persons acting under, in concert with, or on behalf of, Big Eye or Orchard from using Bagdasarian's Alvin and the Chipmunks trademarks in any channel of commerce and in any geographical territory in the world.
- 26. As a direct and proximate result of Big Eye's and Orchard's conduct and actions, and each of them, Bagdasarian has also suffered damages in an amount to be proven in trial, plus interest at the legal rate thereon, but no less than \$1 million.

- 27. As a direct and proximate result of Big Eye's and Orchard's wrongful conduct and actions, and each of them, Bagdasarian is informed and believes, and alleges thereon, that Big Eye and Orchard have been unjustly enriched in the sum of no less than \$1 million.
- 28. As a direct and proximate result of Big Eye's and Orchard's wrongful conduct and actions, and each of them, Bagdasarian is entitled to restitution and a complete disgorgement of any and all amounts of money, revenue, or income Big Eye and Orchard have received as a result of their wrongful conduct as noted above, and the allegations as alleged herein.
- 29. Pursuant to 15 U.S.C. §1117(b), the Court shall, unless the Court finds extenuating circumstances, enter judgment for three times' defendants' profits or Bagdasarian's damages, whichever is greater, together with a reasonable attorney's fee.

VI. <u>SECOND CLAIM</u>

False Designation of Origin and False Advertising in Violation of Section 43(a) of the Lanham Act, 15 U.S.C. §1125(a)

(by Plaintiff against all Defendants)

- 30. Plaintiff restates each and every allegation contained in paragraphs 1-29 above, as if fully stated herein.
- 31. Plaintiff and its predecessors have, during the past 50 years, spent substantial time, money and resources in developing distinctive common law trademarks in and to the term Alvin and the Chipmunks, for use in connection with entertainment products and merchandise. In addition, plaintiff is the owner of the registered Alvin and the Chipmunks trademarks, as set forth above.
- 32. Defendants, on and in connection with goods or services, and in the advertising for the Big Eye Album, have used in commerce words, terms, names, symbols and devices, false advertising and false designations of origin which are

likely to cause confusion, to cause mistake, or to deceive members of the public as to the affiliation, connection, or association of defendants with Bagdasarian, and to cause confusion, to cause mistake, or to deceive as to the origin, sponsorship or approval of Big Eye's and Orchard's goods, services, and commercial activities by members of the general public.

- 33. The confusion, mistake or deception referred to herein arises out of the aforesaid acts of defendants, and constitutes false designation of origin and unfair competition in violation of Section 43(a) of the Trademark Act of 1946, as amended, 15 U.S.C. §1125(a).
- 34. The aforesaid acts were undertaken willfully and with the intention of causing confusion, mistake or deception.
- 35. By reason of defendants' acts as alleged, Bagdasarian has and will suffer damage to its business reputation and good will, and the loss of sales and profits that Bagdasarian would have made but for Big Eye's and Orchard's acts.
- 36. Unless restrained and enjoined by this Court, Big Eye and Orchard threaten to and will continue to do the acts complained of, all to Bagdasarian's irreparable damage. It would be difficult to ascertain the amount of compensation that would afford Bagdasarian adequate relief for such continuing acts, and a multiplicity of judicial proceedings would be required. Thus, Bagdasarian's remedy of law is not adequate to compensate it for the threatened injuries.
- 37. Bagdasarian is entitled to injunctive relief, both preliminary and permanent, restraining Big Eye and Orchard and their agents, servants, employees and all persons acting under, in concert with, or on behalf of, Big Eye or Orchard from using Bagdasarian's Alvin and the Chipmunks service mark and trademarks in any channel of commerce and in any geographical territory in the world.
- 38. As a direct and proximate result of Big Eye's and Orchard's conduct and actions, and each of them, Bagdasarian has also suffered damages in an amount to be proven in trial, plus interest at the legal rate thereon, but no less than \$1 million.

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EOPOLD, PETRICH

alleges thereon, that Big Eye and Orchard have been unjustly enriched in the sum of no less than \$1 million.

40. As a direct and proximate result of Big Eye's and Orchard's wrongful conduct and actions, and each of them, Bagdasarian is entitled to restitution and a

conduct and actions, and each of them, Bagdasarian is informed and believes, and

As a direct and proximate result of Big Eye's and Orchard's wrongful

conduct and actions, and each of them, Bagdasarian is entitled to restitution and a complete disgorgement of any and all amounts of money, revenue, or income Big Eye and Orchard have received as a result of their wrongful conduct as noted above, and the allegations alleged herein.

41. Bagdasarian is informed and believes, and thereon alleges, that Big Eye's and Orchard's use of the Alvin and the Chipmunks common law and registered trademarks and service mark in commerce, including, but limited to, California, without a license or the consent of Bagdasarian, has been undertaken willfully and with the intention of causing confusion, mistake or deception. Bagdasarian has and will suffer damage to its business reputation and good will in the loss of sales and profits that Bagdasarian would have made, but for Big Eye's and Orchard's acts, in an amount which Bagdasarian is informed and believes, and thereon alleges, exceeds \$1 million.

VII. THIRD CLAIM

Dilution Under Section 43(c) of the Lanham Act (by Plaintiff against all Defendants)

- 42. Plaintiff restates each and every allegation contained in paragraphs 1-41 above as if fully stated herein.
- 43. For the past 50 years, plaintiff and its predecessors have developed the Alvin and the Chipmunks service mark and trademarks. They have created and distributed Alvin and The Chipmunks musical recordings, television programs, motion pictures, entertainment services, and associated merchandise.

- 44. As a result of the activities of plaintiff and its predecessors, the mark Alvin and the Chipmunks has become famous in that it is widely recognized by the general consuming public of the United States as a designation of source of the goods and services of plaintiff.
- 45. The mark Alvin and the Chipmunks is distinctive, both inherently and through acquired distinctiveness.
- 46. By its actions, Big Eye and Orchard have used plaintiff's famous Alvin and the Chipmunks mark in commerce in a way that is likely to cause dilution by blurring and/or dilution by tarnishment of the famous mark.
- 47. Big Eye's and Orchard's dilution of plaintiff's Alvin and the Chipmunks trademarks was undertaken willfully and with the intention of causing dilution, confusion, mistake, and deception.
- 48. By reason of Big Eye's and Orchard's acts as alleged, Bagdasarian has and will suffer business to its business reputation and good will in the loss of sales and profits that Bagdasarian would have made but for Big Eye's and Orchard's actions.
- 49. Unless restrained and enjoined by this Court, Big Eye and Orchard threaten to and will continue to do the acts complained of, all to Bagdasarian's irreparable damage. It would be difficult to ascertain the amount of compensation that would afford Bagdasarian adequate relief for such continuing acts, and a multiplicity of judicial proceedings would be required. Thus, Bagdasarian's remedy at law is not adequate to compensate it for the threatened injuries.
- 50. Bagdasarian is entitled to injunctive relief restraining Big Eye and Orchard, and their agents, servants, employees, and all persons acting under, in concert with, or for Big Eye or Orchard, from using Bagdasarian's Alvin and the Chipmunks trademark in any channel of commerce and in any geographical territory in the world.
- 51. As a direct and proximate result of Big Eye's and Orchard's conduct and actions, and each of them, Bagdasarian has also suffered damages in an amount to be

proven at trial, plus interest at the legal rate thereon, but no less than \$1 million.

- 52. As a direct and proximate result of Big Eye's and Orchard's wrongful conduct and actions, and each of them, Bagdasarian is informed and believes, and alleges thereon, that Big Eye and Orchard have been unjustly enriched in the sum of no less than \$1 million.
- 53. As a direct and proximate result of the wrongful conduct of Big Eye and Orchard, Bagdasarian is entitled to restitution and a complete disgorgement of any and all amounts of money, revenue or income Big Eye and Orchard received as a result of their wrongful conduct as noted above, and the allegations as alleged herein.

VIII. FOURTH CLAIM

Common Law Trademark Infringement
(by Plaintiff against all Defendants)

- 54. Plaintiff restates each and every allegation contained in paragraphs 1-53 above as if fully stated herein.
- 55. As alleged above, Big Eye's and Orchard's imitation and infringement of the trademark rights of Bagdasarian and the Alvin and the Chipmunks trademark is calculated to, and does in fact, deceive and mislead consumers of Bagdasarian's and of Big Eye's and Orchard's products to utilizing or purchasing products advertised or sold by Big Eye and Orchard in the belief that they originate with Bagdasarian to the significant diminution of Bagdasarian's business and profits.
- 56. Unless restrained and enjoined by this Court, Big Eye and Orchard threaten to and will continue to do the acts complained of, all to Bagdasarian's irreparable damage. It would be difficult to ascertain the amount of compensation that would afford Bagdasarian adequate relief for such continuing acts, and a multiplicity of judicial proceedings would be required. Thus, Bagdasarian's remedies at law are not adequate to compensate it for the threatened injuries.
 - 57. Bagdasarian is entitled to injunctive relief, both preliminary and

permanent, restraining Big Eye and Orchard and their agents, servants, employees and all persons acting under, in concert with, or on behalf of, Big Eye or Orchard from using Bagdasarian's Alvin and the Chipmunks service mark and trademarks in any channel of commerce and in any geographical territory in the world.

- 58. As a direct and proximate result of Big Eye's and Orchard's conduct and actions, and each of them, Bagdasarian has also suffered damages in an amount to be proven in trial, plus interest at the legal rate thereon, but no less than \$1 million.
- 59. As a direct and proximate result of Big Eye's and Orchard's wrongful conduct and actions, and each of them, Bagdasarian is informed and believes, and alleges thereon, that Big Eye and Orchard have been unjustly enriched in the sum of no less than \$1 million.
- 60. As a direct and proximate result of Big Eye's and Orchard's wrongful conduct and actions, and each of them, Bagdasarian is entitled to restitution and a complete disgorgement of any and all amounts of money, revenue, or income Big Eye and Orchard have received as a result of their wrongful conduct as alleged herein.

IX. FIFTH CLAIM

Unfair Competition Under California Business & Professions Code §17200, et seq., and 17500, et seq.

(by Plaintiff against all Defendants)

- 61. Plaintiff restates each and every allegation contained in paragraphs 1-60 above as if fully stated herein.
- 62. The foregoing conduct by Big Eye and Orchard constitutes a violation of California Business & Professions Code §17200, et seq., and 17500, et seq., in that it constitutes false advertising, and illegal, fraudulent and unfair business practices which are, *inter alia*, likely to deceive a reasonable consumer.
- 63. Big Eye's and Orchard's aforesaid acts constitute representations and/or statements that are deceptive, untrue, and misleading, and which were undertaken

willfully and with the intention of causing confusion, mistake or deception.

- 64. Unless restrained and enjoined by this Court, Big Eye and Orchard threaten to and will continue to do the acts complained of, all to Bagdasarian's irreparable damage. It would be difficult to ascertain the amount of compensation that would afford Bagdasarian adequate relief for such continuing acts, and a multiplicity of judicial proceedings would be required. Thus, Bagdasarian's remedy at law is not adequate to compensate it for injuries threatened.
- 65. Bagdasarian is entitled to injunctive relief restraining Big Eye and Orchard, and their agents, servants, employees and all persons acting under, in concert with, or for Big Eye or Orchard, from using Bagdasarian's Alvin and the Chipmunks service mark and trademarks in any channel of commerce and in any geographical territory in the world.

PRAYER FOR RELIEF

WHEREFORE, plaintiff Bagdasarian, a California limited liability company, respectfully demands judgment in its favor, and as and against all defendants, and each of them, as follows:

- 1. On counts 1 through 4, for general damages and compensation believed to be in excess of \$1 million in accordance with the proof at the time of trial;
- 2. On counts 1 through 4, for special damages according to proof, but no less than \$1 million;
- 3. On counts 1 through 4, for an order of equitable disgorgement of all unjust enrichment received by defendants as a result of the wrongful acts and practices described hereinabove in an amount accordance with proof at the time of trial, but believed to be in excess of \$1 million;
- 4. On count 1, for defendants to be required to pay statutory damages in an amount to be determined for their use of a counterfeit of plaintiff's registered trademark under 15 U.S.C. §1117(c);

- 5. On counts 1 and 3, for treble damages in accordance with the Lanham Act §1117(b);
- 6. On count 4, for punitive and exemplary damages under California law in an amount sufficient to deter and make an example of defendants in accordance with the proof at the time of trial;
 - 7. On all counts, for prejudgment interest;
- 8. On counts 1-5, for preliminary and permanent injunctive relief enjoining and requiring defendants, their officers, agents, servants, employees, attorneys, parents, subsidiaries and related companies, and all persons acting for, with, by, through or under them to:
- (a) cease and desist from all use of plaintiff's service mark and trademarks;
- (b) delete from their computer files, menus, hard drives, servers, diskettes, backups and websites any copies, simulations, variations or colorable imitations thereof, and any use of the Alvin and the Chipmunks trademark;
- (c) to be required to deliver up to plaintiff to be held for destruction at the conclusion of this action any and all computer software, compact discs, inventory, packaging, labels, sales material, press releases, promotional material, advertising material, stationery, plates, products, goods, and other materials bearing the Alvin and the Chipmunks trademark or artwork;
- 9. On counts 1-5, for attorneys' fees and costs of suit incurred in this action as provided by 15 U.S.C. §1117(a), or as otherwise provided by law; and
 - 10. For such other and further relief as the Court deems proper.

Case 2:09-cv-04545-PA-RZ Document 1 Filed 06/24/09 Page 18 of 31 Page ID #:18

LEOPOLD, PETRICH & SMITH A Professional Corporation DATED: June 24, 2009 By: ELIZABETH L. SCHILKEN Attorneys for Plaintiff BAGDASARIAN PRODUCTIONS, LLC COMPLAINT

LEOPOLD, PETRICH & SMITH A Professional Corporation

DEMAND FOR JURY TRIAL Plaintiff hereby requests trial by jury on all claims asserted. DATED: June 24, 2009 LEOPOLD, PETRICH & SMITH A Professional Corporation ELIZABETH L. SCHILKEN Attorneys for Plaintiff BAGDÁSARIAN PRODUCTIONS, LLC

LEOPOLD, PETRICH & SMITH A Professional Corporation

COMPLAINT

Prior U.S. Cls.: 100, 101 and 107

Reg. No. 2,935,726

United States Patent and Trademark Office

Registered Mar. 29, 2005

SERVICE MARK PRINCIPAL REGISTER

ALVIN AND THE CHIPMUNKS

BAGDASARIAN PRODUCTIONS, LLC (CALIFORNIA LTD LIAB CO)
1192 EAST MOUNTAIN DR.
MONTECITO, CA 93108

FIRST USE 9-17-1983; IN COMMERCE 9-17-1983.

FOR: ENTERTAINMENT SERVICES- NAMELY-A SERIES OF TV CARTOONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SER. NO. 76-505,140, FILED 4-9-2003.

THEODORE MCBRIDE, EXAMINING ATTORNEY

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,429,855 Registered May 20, 2008

United States Patent and Trademark Office

TRADEMARK PRINCIPAL REGISTER

ALVIN AND THE CHIPMUNKS

BAGDASARIAN PRODUCTIONS, LLC (CALIFORNIA LTD LIAB CO)
1192 E. MOUNTAIN DRIVE
MONTECITO, CA 93108

FOR: MOTION PICTURE FILMS FEATURING ALL OF OR A COMBINATION OF THE FOLLOW-ING, COMEDY, DRAMA, ACTION, ADVENTURE OR ANIMATION; MOTION PICTURE FILMS FOR BROADCAST ON TELEVISION FEATURING ALL OF OR A COMBINATION OF THE FOLLOWING, COMEDY, DRAMA, ACTION, ADVENTURE OR ANIMATION; PRERECORDED AUDIO TAPES, AUDIO-VIDEO TAPES, AUDIO VIDEO CASSETTES, AUDIO VIDEO DISCS, AND DIGITAL VERSATILE DISCS FILMS FEATURING ALL OF OR A COMBI-NATION OF THE FOLLOWING MUSIC, COMEDY, DRAMA, ACTION, ADVENTURE, AND ANIMA-TION; COMPUTER PROGRAMS, NAMELY, SOFT-WARE FOR BROADCASTING DIGITIZED VIDEO AND AUDIO MEDIA OVER A GLOBAL COMPU-TER INFORMATION NETWORK; COMPUTER GAME EQUIPMENT CONTAINING MEMORY DE-VICES, NAMELY, DISCS SOLD AS A UNIT WITH

COMPUTER GAME PROGRAMS FOR PLAYING A PARLOR-TYPE COMPUTER GAME; INTERACTIVE VIDEO GAME PROGRAMS AND COMPUTER GAME PROGRAMS; VIDEO GAME CARTRIDGES AND CASSETTES, VIDEO GAME JOYSTICKS, VIDEO GAME DISCS, VIDEO GAME INTERACTIVE REMOTE CONTROL UNITS; VIDEO AND COMPUTER GAME SOFTWARE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 12-1-1992; IN COMMERCE 12-1-1992.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,864,434 AND 2,935,726.

SER. NO. 77-213,550, FILED 6-22-2007.

JASON TURNER, EXAMINING ATTORNEY

Prior U.S. Cls.: 22 and 39

Reg. No. 3,421,801

United States Patent and Trademark Office

Registered May 6, 2008

TRADEMARK PRINCIPAL REGISTER

ALVIN AND THE CHIPMUNKS

BAGDASARIAN PRODUCTIONS, LLC (CALIFORNIA LTD LIAB CO)
1192 E. MOUNTAIN DRIVE
MONTECITO, CA 93108

FOR: CLOTHING FOR MEN, WOMEN AND CHILDREN, NAMELY, SHIRTS, T-SHIRTS, SWEAT-SHIRTS, JOGGING SUITS, TROUSERS, PANTS, SHORTS, TANK TOPS, RAINWEAR, CLOTH BABY BIBS, SKIRTS, BLOUSES, DRESSES, SUSPENDERS, SWEATERS, JACKETS, COATS, RAINCOATS, SNOW SUITS, TIES, ROBES, HATS, CAPS, SUNVISORS, BELTS, SCARVES, SLEEPWEAR, PAJAMAS, LINGERIE, UNDERWEAR, BOOTIES, SHOES, SNEAKERS, SANDALS, BOOTIES, SLIPPER SOCKS, SWIMWEAR AND MASQUERADE AND HALLOWEEN COSTUMES AND MASKS SOLD IN CONNEC-

TION THEREWITH, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-31-1983; IN COMMERCE 12-31-1983.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,864,434 AND 2,935,726.

SER. NO. 77-213,587, FILED 6-22-2007.

B. PARADEWELAI, EXAMINING ATTORNEY

Prior U.S. Cls.: 22, 23, 38 and 50

Reg. No. 3,425,740

United States Patent and Trademark Office

Registered May 13, 2008

TRADEMARK PRINCIPAL REGISTER

ALVIN AND THE CHIPMUNKS

BAGDASARIAN PRODUCTIONS, LLC (CALIFORNIA LTD LIAB CO)
1192 E. MOUNTAIN DRIVE
MONTECITO', CA 93108

FOR: ACTION FIGURES AND ACCESSORIES THEREFOR; PLUSH TOYS; BALLOONS; BATHTUB TOYS; RIDE-ON TOYS; EQUIPMENT SOLD AS A UNIT FOR PLAYING CARD GAMES; TOY VEHICLES; DOLLS; FLYING DISCS; HAND-HELD UNIT FOR PLAYING ELECTRONIC GAMES; GAME EQUIPMENT SOLD AS A UNIT FOR PLAYING A BOARD GAME, A CARD GAME, A MANIPULATIVE GAME, A PARLOR GAME AND AN ACTION TYPE TARGET GAME; STAND ALONE VIDEO OUTPUT GAME MACHINES; JIGSAW AND MANIPULATIVE PUZZLES; PAPER FACE MASKS; SKATEBOARDS; WATER SQUIRTING TOYS; BALLS, NAMELY, PLAYGROUND BALLS, SOCCER BALLS, BASEBALL GLOVES; SWIMMING FLOATS FOR RECREATION-

AL USE; KICKBOARD FLOTATION DEVICES FOR RECREATIONAL USE; SURFBOARDS; SWIM BOARDS FOR RECREATIONAL USE; SWIM FINS; TOY BAKEWARE AND TOY COOKWARE; TOY BANKS; TOY SNOW GLOBES; AND CHRISTMAS TREE ORNAMENTS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

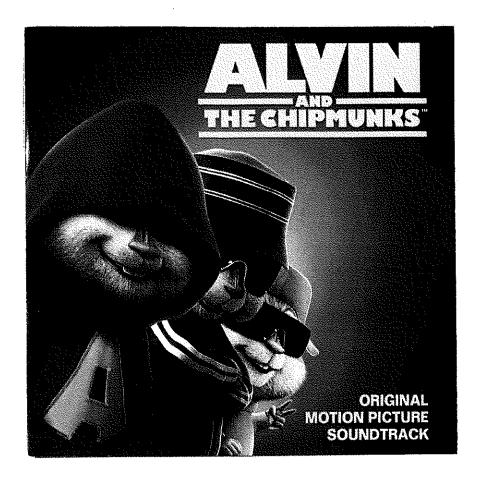
FIRST USE 12-31-1963; IN COMMERCE 12-31-1963.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,864,434 AND 2,935,726.

SER. NO. 77-213,609, FILED 6-22-2007.

JASON TURNER, EXAMINING ATTORNEY



I BAD DAY

2 THE CHIPMUNK SONG (CHRISTMAS DON'T BE LATE) (Dectown OG MIX) B FOLLOW ME HOW 4 HOW WE ROLL 5 WITCH DOCTOR 6 COME GET IT 7 THE CHIPMUNK SONG (CHRISTMAS DON'T BE LATE) (DeeTown Rock Mix) 8 FUNKYTOWN 9 GET YOU GOIN' 10 COAST 2 COAST II MESS AROUND 12 ONLY YOU (AND YOU ALONE) IB AIN'T NO PARTY 14 GET MUNH'D

is witch doctor* is the chipmunk song (christmas don't be late)* * Bonus Tracks - Classic Versions

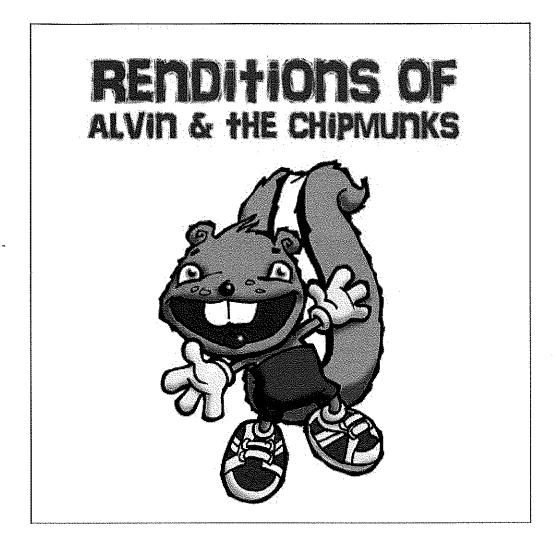




MADR & III) alvinandihoshipmunksmovio.com razorandtlo.com



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ALVIN & THE CHIPMLINKS



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by Calvin & The Chipmunk Rock Stars

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Album Savings: \$2.89 compared to buying all songs

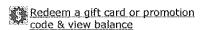
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Song Title	Time	Price	
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2. Bad Day	3:36	\$0.99	Buy MP3
3. Funkytown	3:39	\$0.99	Buy MP3
4. How We Roll	3:56	\$0.99	Buy MP3
5. The Chipmunk Song (Christmas Don't Be Late) (Dee Town Rock Mix)	2:16	\$0.99	Buy MP3
6. Get You Goin'	3:20	\$0.99	(P) Buy MP3
7. Ain't No Party	2:46	\$0.99	(a) Boy MP3
8. Follow Me Now	3:12	\$0.99	Э ВрумРЗ
9. Coast 2 Coast	2:46	\$0.99	(Bay MP3
10. Mess Around	3:22	\$0.99	(Buy MP3
11. Bad Day (Instrumental Guitar Version)	3:36	\$0.99	Boy MP3
12. Follow Me Now (Instrumental Guitar Version)	3:10	\$0.99	Buy MP3

UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Ju	idge Percy	Anderson and	the assign	36
discovery Magistrate Judge is Ralph Zarefsky.				

The case number on all documents filed with the Court should read as follows:

CV09- 4545 PA (RZx)

Pursuant to General Order 05-07 of the United States District Court for the Central District of California, the Magistrate Judge has been designated to hear discovery related motions.

All discovery related motions should be noticed on the calendar of the Magistrate Judge

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NOTICE TO COUNSEL

A copy of this notice must be served with the summons and complaint on all defendants (if a removal action is filed, a copy of this notice must be served on all plaintiffs).

Subsequent documents must be filed at the following location:

[X]	Western Division
L1	312 N. Spring St., Rm. G-8
	Los Angeles, CA 90012

Southern Division
411 West Fourth St., Rm. 1-053
Santa Ana, CA 92701-4516

Eastern Division 3470 Twelfth St., Rm. 134 Riverside, CA 92501

Failure to file at the proper location will result in your documents being returned to you.

Case 2:09-cv-04545-PA-RZ Document 1 Filed 06/24/09 Page 29 of 31 Page ID #:29

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

				DEFENDANTS Big Eye Records, aka Big Eye Music Orchard Enterprises NY, Inc.								
(b) Attorneys (Firm Name, Add yourself, provide same.) Vincent Cox, Leopold Petri 2049 Century Park East, Su Los Angeles, CA 90067	ch & Smith	you are	representing A	ttorneys	(If Known)							
II. BASIS OF JURISDICTION	(Place an X in one box only.)				RINCIPAL PAR		For Diversity Cases	s Only				
- 1 U.S. Government Plaintiff	Federal Question (U.S. Government Not a Party))	Citizen of This Sta		•	F DEF	,		PTF □ 4	DEF □ 4		
☐ 2 U.S. Government Defendant	☐ 4 Diversity (Indicate Citize of Parties in Item III)	enship	Citizen of Another	State		2 🗆 2	Incorporated and of Business in A		□ 5	□ 5		
4 • • • • • • • • • • • • • • • • • • •			Citizen or Subject	of a Fore	eign Country 🗆	3 🗆 3	Foreign Nation		□ 6	□ 6		
IV. ORIGIN (Place an X in one box only.) 1 Original Proceeding State Court Appellate Court Reopened Reopened State Court Proceeding Stat												
CLASS ACTION under F.R.C.I	,		_				ATNT: \$ 2,000,00	0.00				
CLASS ACTION under F.R.C.P. 23: Yes No MONEY DEMANDED IN COMPLAINT: \$ 2,000,000.00 VI. CAUSE OF ACTION (Cite the U.S. Civil Statute under which you are filing and write a brief statement of cause. Do not cite jurisdictional statutes unless diversity.) 15 U.S.C. § 1114, § 1125, Federal Trademark Infringement, False Designation of Origin, Dilution												
VII. NATURE OF SUIT (Place	an X in one box only.)		÷									
□ 410 Antitrust □ 430 Banks and Banking □ 450 Commerce/ICC Rates/etc. □ 460 Deportation □ 470 Racketeer Influenced and Corrupt Organizations □ 480 Consumer Credit □ 490 Cable/Sat TV □ 810 Selective Service □ 850 Securities/Commodities/ Exchange □ 875 Customer Challenge 12 USC 3410 □ 890 Other Statutory Actions □ 891 Agricultural Act □ 892 Economic Stabilization Act □ 893 Environmental Matters □ 894 Energy Allocation Act □ 895 Freedom of Info. Act □ 900 Appeal of Fee Determination Under Equal Access to Justice	CONTRACT 110 Insurance 120 Marine 130 Miller Act 140 Negotiable Instrument 150 Recovery of Overpayment & Enforcement of Judgment 151 Medicare Act 152 Recovery of Defaulted Student Loan (Excl. Veterans) 153 Recovery of Overpayment of Veteran's Benefits 160 Stockholders' Suits 190 Other Contract 195 Contract Product Liability 196 Franchise REAL PROPERTY 1210 Land Condemnation 1220 Foreclosure 1230 Rent Lease & Ejectment 1240 Torts to Land 1245 Tort Product Liability 1290 All Other Real Property	□ 310 □ 315 □ 320 □ 330 □ 340 □ 345 □ 350 □ 362 □ 365 □ 368 □ 11 □ 462 □ 463	Airplane Airplane Product Liability Assault, Libel & Slander Fed. Employers' Liability Marine Marine Product Liability Motor Vehicle Product Liability Other Personal Injury Personal Injury Med Malpractice Personal Injury Motor Liability Asbestos Personal Injury Product Liability MMIGRATION Naturalization Application Habeas Corpus Alien Detainee Other Immigration Actions	□ 370 □ 371 □ 380 □ 385 □ 422 □ 423 □ 441 □ 442 □ 443 □ 446 □ 446	TORIS PERSONAL PROPERTY Other Fraud Truth in Lendin, Other Personal Property Damag Property Damag Product Liabilit ANKRUPICY Appeal 28 USC 158 Withdrawal 28 USC 157 VIE RIGHTS Voting Employment Housing/Accommodations Welfare American with Disabilities - Employment American with Disabilities - Other Other Civil Rights	510 530 535 540 555 540 620 625 640 650 660 660	Mandamus/ Other Civil Rights Prison Condition REBITURE/ PENALTY Agriculture Other Food & Drug Drug Related Seizure of	1./AE	Mgmt. ns Mgmt. ns Mgmt. ng Mgm	et r Act :: HIS 223) // //I DIS laintiff		
		C	V09-	4 5	45	<u>. </u>		1				

AFTER COMPLETING THE FRONT SIDE OF FORM CV-71, COMPLETE THE INFORMATION REQUESTED BELOW.

CV-71 (05/08)

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

	ENTICAL CASES: Has number(s):	s this action been pr	eviously filed in this court ar	nd dismissed, remanded or closed? No □ Yes					
	ELATED CASES: Have use number(s):	e any cases been pre	eviously filed in this court the	at are related to the present case? MNo 🖂 Yes					
	□ B . □ C . ∶	Arise from the same Call for determinating For other reasons w	e or closely related transaction on of the same or substantial could entail substantial duplic	ons, happenings, or events; or Ily related or similar questions of law and fact; or cation of labor if heard by different judges; or c, <u>and</u> one of the factors identified above in a, b or c also is present.					
IX. VENUE	: (When completing the	following informat	ion, use an additional sheet i	f necessary.)					
(a) List the ☐ Check	County in this District;	California County of ts agencies or emplo	outside of this District; State byees is a named plaintiff. If	if other than California; or Foreign Country, in which EACH named plaintiff resides. This box is checked, go to item (b).					
County in t	his District:*			California County outside of this District; State, if other than California; or Foreign Country					
Santa Barb	para County								
(b) List the	County in this District; here if the government, it	California County on a second country of the countr	outside of this District; State byees is a named defendant.	if other than California; or Foreign Country, in which EACH named defendant resides. If this box is checked, go to item (c).					
County in t	his District:*			California County outside of this District; State, if other than California; or Foreign Country					
				New York, New York					
			outside of this District; State	if other than California; or Foreign Country, in which EACH claim arose.					
County in t	his District:*			California County outside of this District; State, if other than California; or Foreign Country					
Santa Barb	para County								
* Los Angel Note: In land	ies, Orange, San Bernar d condemnation cases, us	dino, Riverside, V	entura, Santa Barbara, or s	San Luis Obispo Counties					
X. SIGNAT	URE OF ATTORNEY (OR PRO PER): <u>(</u>	Much ()	Date June 24, 2009					
or other	r papers as required by lav	v. This form, appro-	ved by the Judicial Conference	rmation contained herein neither replace nor supplement the filing and service of pleadings be of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed ting the civil docket sheet. (For more detailed instructions, see separate instructions sheet.)					
Key to Statis	stical codes relating to So	cial Security Cases	:						
	Nature of Suit Code	Abbreviation	Substantive Statement o	f Cause of Action					
	861	HIA	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended Also, include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))						
	862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)						
.,	863	DIWC		d workers for disability insurance benefits under Title 2 of the Social Security Act, as filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))					
	863	DIWW	All claims filed for widow Act, as amended. (42 U.S	vs or widowers insurance benefits based on disability under Title 2 of the Social Security S.C. 405(g))					
	864	SSID	All claims for supplement Act, as amended.	tal security income payments based upon disability filed under Title 16 of the Social Security					
	865	RSI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as an U.S.C. (e))						

CV-71 (05/08)